WHAT IS CLAIMED IS:

1. A method for an end-user of a service to create the service for a device using a platform owned by a platform owner, the method comprising:

receiving from the end-user linking information indicating a second pre-defined building block to link to a first pre-defined building block;

creating the service by linking and configuring the first and second pre-defined building blocks; and

executing the service on the platform immediately, without testing the service.

2. The method of claim 1, further comprising receiving from the end-user configuration information to configure the first pre-defined building block.

3. The method of claim 1, further comprising creating the service based on the received configuration and linking information.

4. The method of claim 3, further comprising determining an integrity of the created service.

5. The method of claim 1, further comprising receiving from the end-user an indication of information to modify the service.

6. The method of claim 1, further comprising receiving from the end-user an indication of information to delete the service.

7. The method of claim 1, further comprising receiving from the end-user an indication of information to activate the service.

8. The method of claim 1, further comprising assigning a value to a variable of the first or second building block.

9. The method of claim 1, further comprising executing the service.

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10.   A system for an end-user of a service for a device using a platform to create the service, comprising:

a server;

a platform residing on the server having a service creation interface to allow the end-user to create the service by linking a first pre-defined building block to a second pre-defined building block, the service being executed without requiring any testing; and

a client comprising an interface for interacting with the service creation interface.

11.   The system of claim 10, wherein the client interacts with the platform via a proxy server protocol.

12.   The system of claim 10, further comprising a directory device which stores the first and second pre-defined building blocks.

13.   The system of claim 10, further comprising a directory device which stores the service.

14.   The system of claim 10, wherein the service creation interface prevents unauthorized users from accessing the service system.

15.   The system of claim 10, wherein the device includes an Internet appliance.

16.   The system of claim 10, wherein the client interface includes a dedicated client application.

17.   The system of claim 10, wherein the first or second building block includes a variable to which an end user assigns a value.

18.   The system of claim 10, wherein the first and second building block includes a building block configuration interface which guides the end-user through a process for configuring the building block.

19.   The system of claim 10, wherein the client interface includes a web browser.

20.   The system of claim 10, wherein the client interface includes a web browser having an intelligent skin.

21.   The system of claim 10, wherein the device includes a mobile device.

22.   The system of claim 10, wherein the created service is delivered to the device via a wireless protocol.

23.   The system of claim 10, wherein the platform further includes rules for checking an integrity of the created service.

24.   The system of claim 10, wherein the platform allows a user to configure the first or second building block.

25.   A method for an end-user of a service to create the service for a device using a platform, comprising:

    sending to a server linking information indicating a second building block to link to a first pre-defined building block;

    creating the service based on the linking information; and

    executing the service on the platform without testing it.

26.   The method of claim 25, further comprising sending to the server an indication of configuration information to configure the first pre-defined building block.

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27.   The method of claim 25, further comprising creating the service according to the configuration information and the linking information.

28.   The method of claim 25, wherein sending the indication of configuration information includes accessing a configuration interface included in the first pre-defined building block.

29.   The method of claim 25 further comprising sending to the server an indication of information to delete the service.

30.   The method of claim 25 further comprising sending to the server an indication of information to modify the service.

31.   The method of claim 25 further comprising sending to the server an indication of information to activate the service.

32.   A computer-readable medium having instructions for an end-user of a device using a platform owned by a platform owner to create a service for the device, comprising:

        a first unit to receive from the end-user an indication of configuration information to configure a first pre-defined building block;

        a second unit to receive from the end-user an indication of linking information indicating a second building block to link to the first pre-defined building block; and

        a third unit to create the service based on the information received from the first and second units, wherein the service may be executed prior to being tested.

33.   A computer-readable medium comprising instructions for an end-user of a device using a platform owned by a platform owner to create a service for the device, comprising:

        a first unit to send from the end-user to a server configuration information to configure a first pre-defined building block;

a second unit to send from the end-user to a server linking information indicating a second building block to link to the first pre-defined building block; and

a third unit to create the service based on the configuration and linking information.